

Cable Operator Head-end

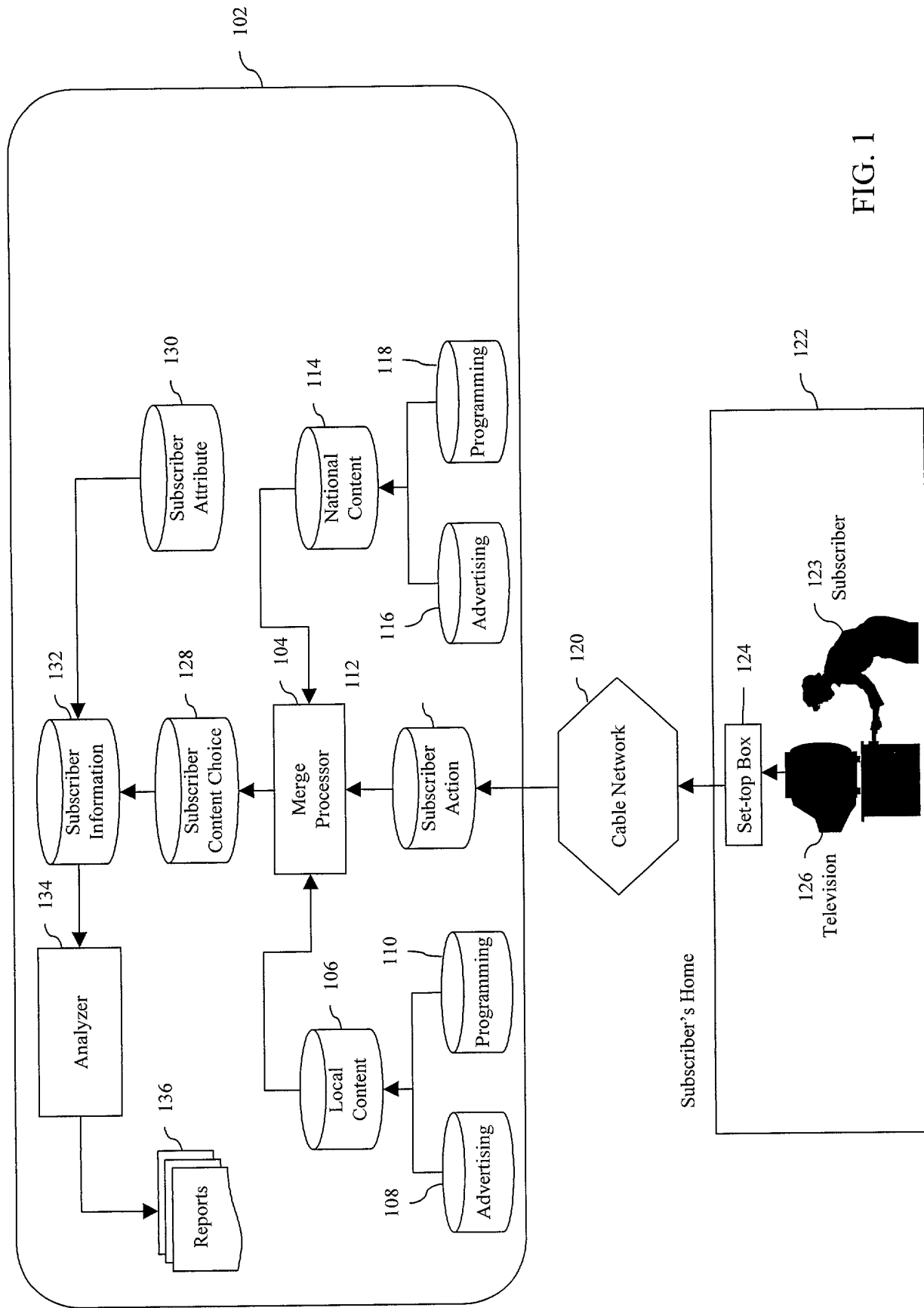


FIG. 1

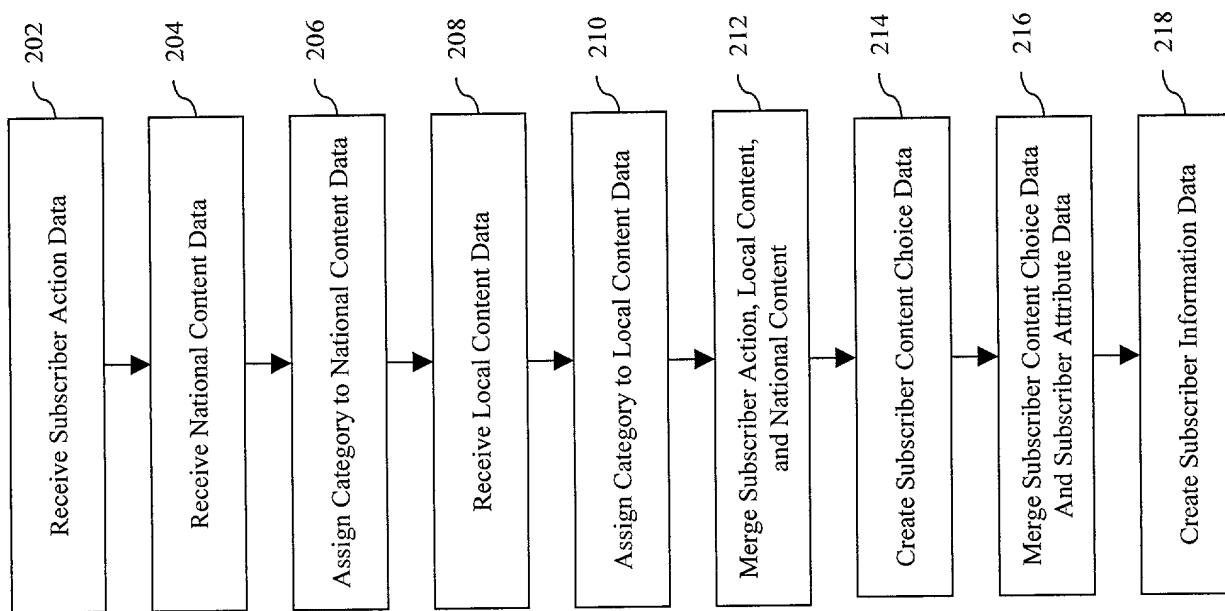


FIG. 2

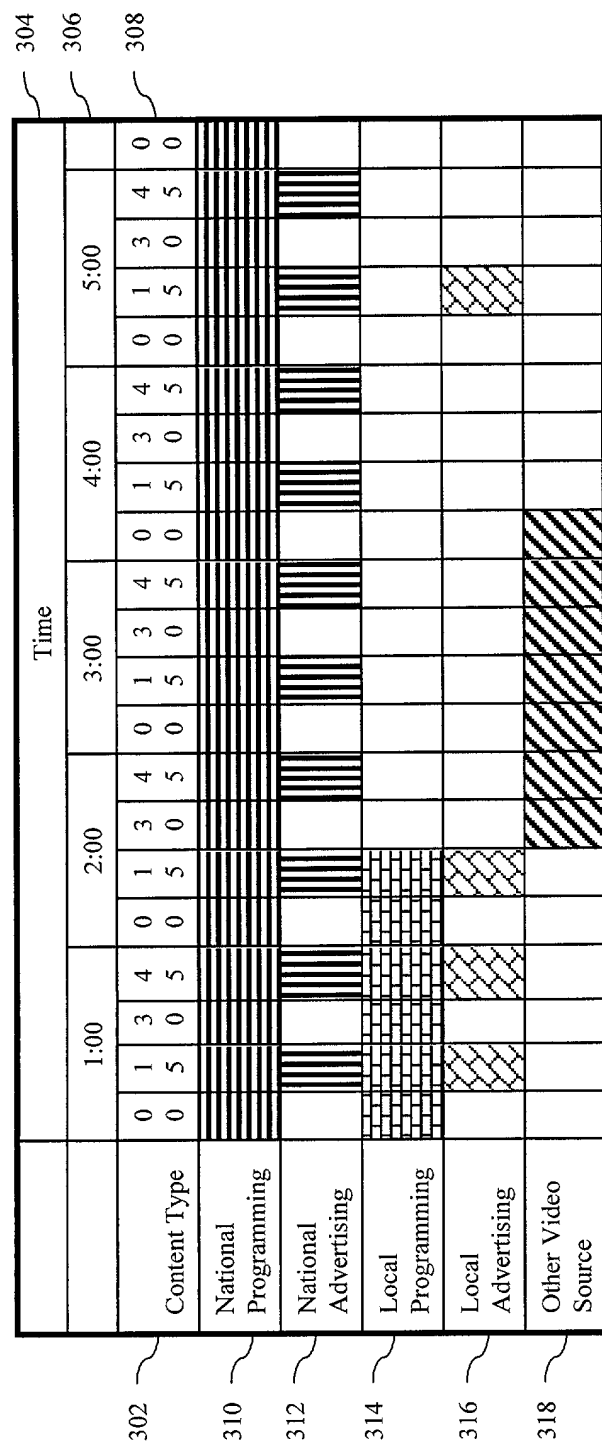


FIG. 3A

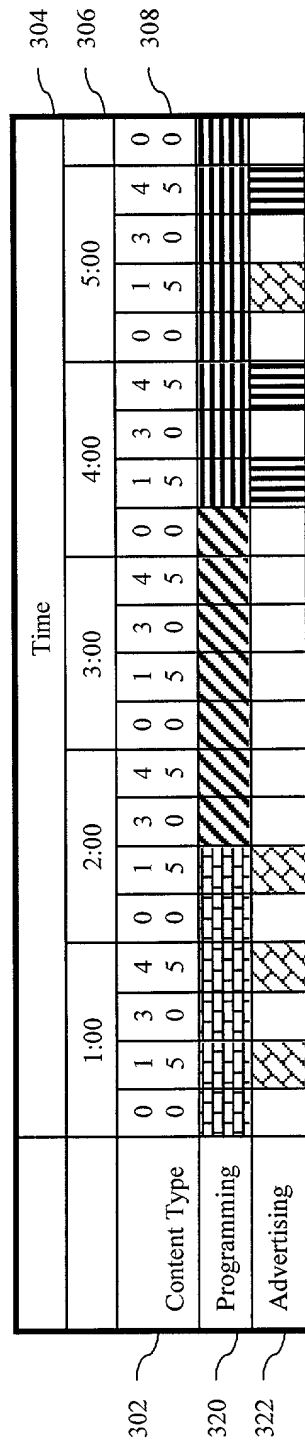


FIG. 3B

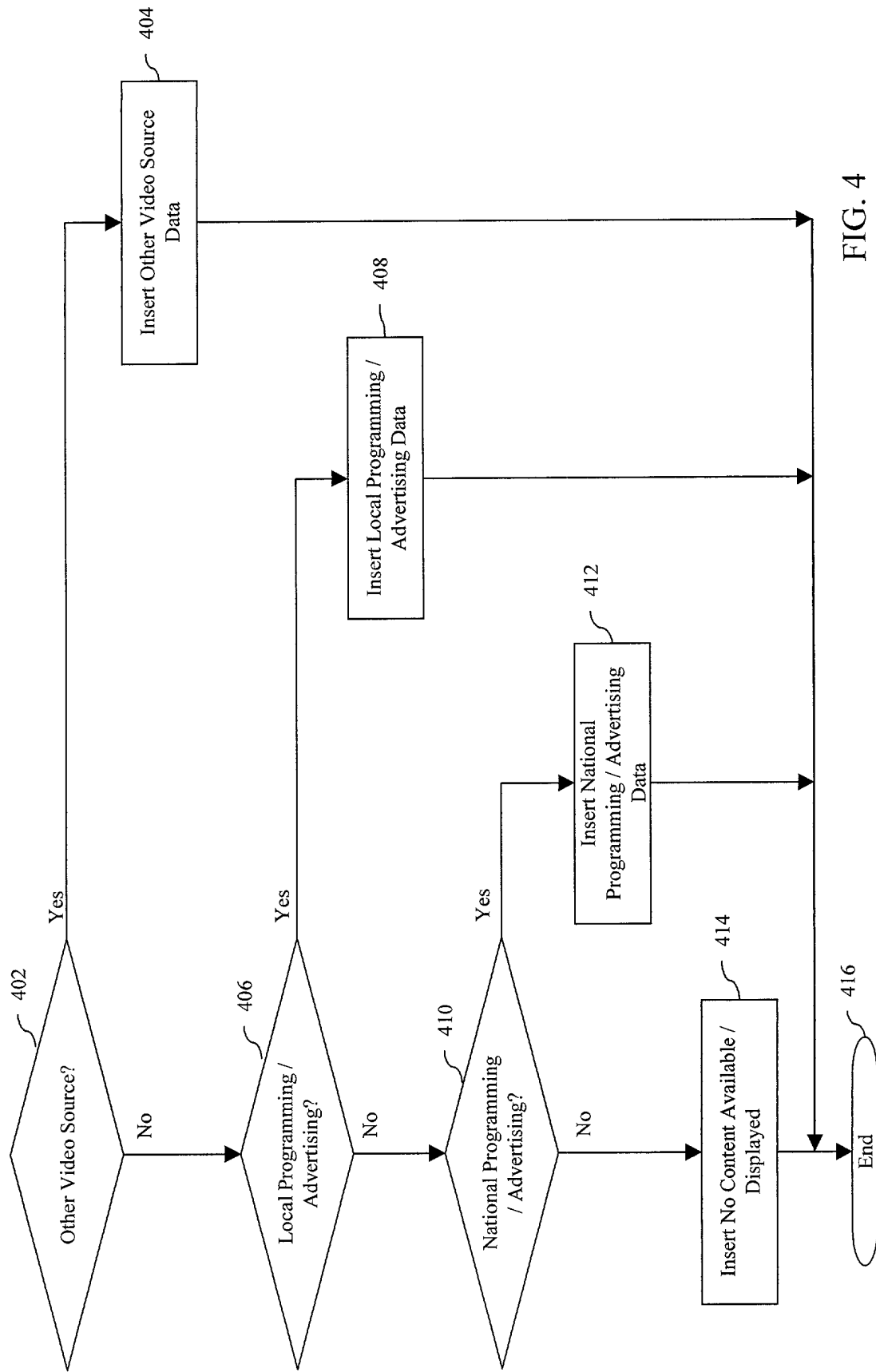


FIG. 4

502		504	
Time		Content	
1:00	:00	NCAA Basketball	
	:15	NCAA Basketball, Local News Ad, Sporting Goods Ad 1, Sporting Event Ad	
	:30	NCAA Basketball	
	:45	NCAA Basketball, Automobile Ad 1	
	:00	NCAA Basketball	
2:00	:15	NCAA Basketball, Sports Ad, Sports Drink Ad, Automobile Ad 2, PGA Golf Tournament	
	:30	DVD Movie – Science Fiction	
	:45	DVD Movie – Science Fiction DVD Movie	
	:00	DVD Movie – Science Fiction DVD Movie	
	:15	DVD Movie – Science Fiction DVD Movie	
3:00	:30	DVD Movie – Science Fiction DVD Movie	
	:45	DVD Movie – Science Fiction DVD Movie	
	:00	DVD Movie – Science Fiction DVD Movie	
	:15	DVD Movie – Science Fiction DVD Movie	
	:30	DVD Movie – Science Fiction DVD Movie	
4:00	:45	DVD Movie – Science Fiction DVD Movie	
	:00	DVD Movie – Science Fiction DVD Movie	
	:15	NBA Basketball, Automobile Ad 3, Credit Card Ad 1, Airline Ad 1	
	:30	NBA Basketball	
	:45	NBA Basketball, Tourism Ad 4, Restaurant Ad, Sporting Goods Ad 2	
5:00	:00	NBA Basketball	
	:15	NBA Basketball, Local Retailer Ad, Sporting Goods Ad 1	
	:30	NBA Basketball	
	:45	NBA Basketball , Airline Ad 1, Automobile Ad 4, Credit Card Ad 2	
	:00	NBA Basketball	

FIG. 5

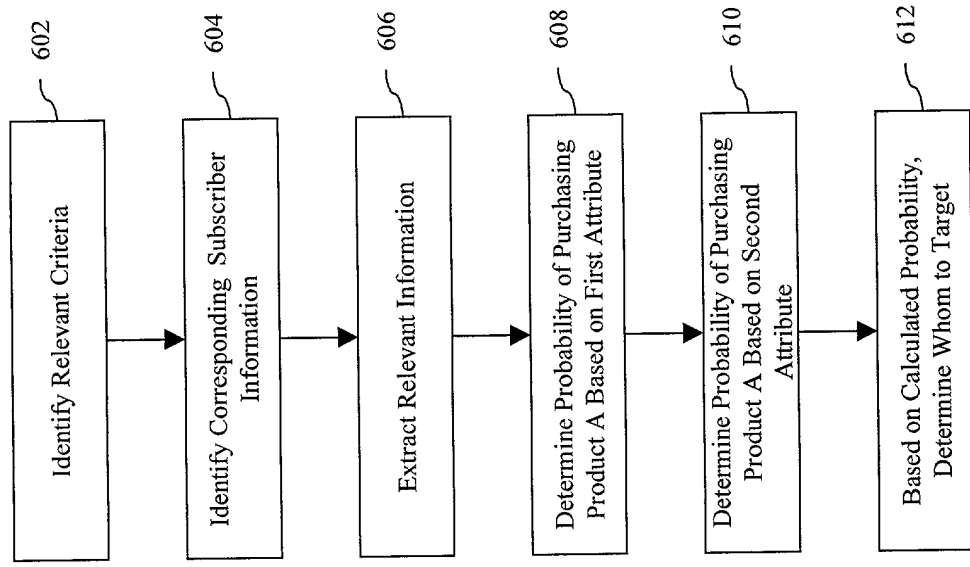


FIG. 6

704 706 708

Subscriber  
Information  
Database  
Extract

Viewing Pattern	City	Purchase Product A
Show 1	A	Yes
Show 2	A	Yes
Show 3	A	No
Show 1	B	Yes
Show 2	B	No
Show 3	B	No
Show 1	C	No
Show 2	C	Yes
Show 3	C	No

702

FIG. 7A

710

712

Probability of Purchasing Product A	
Viewing History	Probability (%)
Show 1	66.7
Show 2	50.0
Show 3	0.0

714

FIG. 7B

720

722

Probability of Purchasing Product A	
City	Probability (%)
A	66.7
B	33.3
C	33.3

724

FIG. 7C